



ROMANIAN COPYRIGHT  
OFFICE (ORDA)



STATE OFFICE FOR  
INVENTIONS AND  
TRADEMARKS (OSIM)



ROMANIAN AMERICAN  
UNIVERSITY IN  
BUCHAREST



**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

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## REGIONAL CONFERENCE

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**WIPO/SMES/BUC/21/INF/1 PROV.  
ORIGINAL: ENGLISH  
DATE: JULY 20, 2021**

# **Fourth Regional Conference on IP in the Digital Economy for Small and Medium-sized Enterprises (SMEs): Mastering the Game (3.0) on Business and Legal Issues for Video Game Industry Players**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Romanian Copyright Office (ORDA)

the State Office for Inventions and Trademarks (OSIM)

and  
the Romanian American University in Bucharest

**Hybrid, Bucharest, September 6 and 7, 2021**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Monday, September 6, 2021

Moderators:

- The representative from Romania to be confirmed (onsite)
- Mr. Ryszard Frelek, Program Officer, Section for Central European and Baltic States and Mediterranean Countries (CEBS), World Intellectual Property Organization (WIPO), Geneva (online)

14.00 – 14.15    Opening Ceremony

Welcome addresses by:

Mr. Razvan Pop, Director General, the Romanian Copyright Office (ORDA), Bucharest

Mr. Catalin Burcescu, Director General, the Romanian Patent Office (OSIM), Bucharest

Ph.D. Prof. Costel Negricea, Rector, Romanian-American University, Bucharest

Ms. Donna Hill, Manager, WIPO for Creators, Copyright Management Division, World Intellectual Property Organization (WIPO), Geneva

14.15 – 15.00    **Setting-up the Stage: The Gaming Industry Today and Tomorrow**

*History, Future, Pandemic, Internationalization of Production, Democratization of the Market, e-Sports, Developers, Publishers, Gamers, Platform Developers*

Speakers:        Ms. Donna Hill

Mr. David Greenspan, Visiting Lecturer, School of Law, Santa Clara University, San Clara, California, USA

Ms. Andreea Medvedovici Per, Vice-President, European Game Developers Federation (EGDF), BizDev at KillHouse Games, Bucharest

15.00 – 16.00    **Bread and Butter or IP and Videogames**

*Patent, Trademarks, Designs, Copyright, Trade Secrets*

Speakers:        Dr. Gaetano Dimita, Senior Lecturer, International Intellectual Property Law, Centre for Commercial Law Studies, Queen Mary University of London

Mr. Bisser Dyankov, Producer, Haemimont Games, Sofia

Mr. Adrian Negoita, Director, Patent and Innovation Support Department, the Romanian Patent Office (OSIM), Bucharest

- 16.00 – 16.15 Coffee Break
- 16.15 – 17.15 **Your Avatar is Playing with AI in the Cloud: Emerging IP Issues in the Gaming Industry**
- Cloud Gaming and IP, Virtual Goods, Avatars, Gamers as Creators, AI in Videogames*
- Speakers: Dr. Gaetano Dimita
- The representative of AMBER Studio, Bucharest (tbc)
- 17.15 – 17.45 **Questions & Answers Session**

Tuesday, September 7, 2021:

- 14.15 – 15.15 **License to Create Worlds: Licensing IP in the Gaming Industry**
- Licensing or Creating Original Content, Licensing Agreements with Publishers and Platform Developers*
- Speakers: Mr. David Greenspan
- Mr. Rafał Kłoczko, Chief Counsel Business, IP & Privacy, CD Projekt Red, Warsaw
- Mr. Dan Teodorescu, Co-Founder & Producer, Metagame, Bucharest
- 15.15 – 16.00 **World of Indie: Small Game Developers and their Challenges and Opportunities**
- Small Independent Studios Enforcing IP, Mobile Gaming, Platform Access*
- Speakers: Ms. Tamara Nanayakkara, Counsellor, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector, WIPO
- Ms. Andreea Medvedovici Per
- Mr. Catalin Boitor, Game Developer and Founder, Hive Soft Game Development Studio, Bucharest
- 16.00 – 16.15 Coffee Break
- 16.15 – 17.00 **How to Adopt: Digital Business Models for SMEs during Pandemic and Post-Pandemic Times**
- Doing Business Digitally, Art Commercialization, Adoption or Improvisation*
- Speakers: Speakers to be confirmed

17.00 – 17.30 **Questions & Answers Session**

17.00 – 17.30 **Summing-up and Closing**

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